

## IN THE CLAIMS

1. **(Currently Amended)** A method of obtaining information about a product, the method comprising the steps of:

observing a product while the product is being utilized for an intended purpose of the product;

reading a tag embedded in the product to obtain product identifying information, wherein the tag is attached to remain with the product throughout a life of the product;

transmitting the product identifying information to computer connected to a computer network; and

receiving product specification information from the computer.

2. **(original)** The method of claim 1, wherein the tag comprises a radio frequency identification tag and the reading step comprises scanning the tag with a radio frequency receiver.

3. **(original)** The method of claim 1, further including the step of:  
purchasing the product by transmitting order information to the computer.

4. **(original)** The method of claim 1, wherein the transmitting step comprises transmitting information from a mobile terminal to a computer network in a wireless manner.

5. **(original)** The method of claim 1, wherein the transmitting step is performed in real time after the scanning step.

6. **(original)** The method of claim 1, further including the step:  
transmitting an identification of the product to a second computer connected to the computer network.

7. **(original)** A method of identifying and rewarding consumers who display products to other consumers, the method comprising the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product;

receiving, from a second consumer, a request for product specification information, wherein the request includes the RFID code;

searching the database with the RFID code to identify the first consumer; and  
providing a reward to the first consumer.

8. (original) The method of claim 7, wherein the reward comprises a commission for sales made to the second consumer.

9. (original) The method of claim 7, wherein the reward comprises a discount on future purchases.

10. (original) The method of claim 7, further including the step of:  
transmitting product specification information to the second consumer.

11. (original) A computer-readable medium having computer-executable instructions for performing the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product;

searching the database with the RFID code received from a second consumer to identify the first consumer; and  
providing a reward to the first consumer.

12. (Currently Amended) A mobile terminal configured to obtain product specification information, the mobile terminal comprising:

a receiver that detects radiation reflected by a tag embedded in a product, wherein the product is being utilized for an intended purpose of the product, and wherein the tag is attached to remain with the product throughout a life of the product;

a communication circuit in wireless communication with a computer network; and  
a controller configured to receive tag information from the receiver and cause the communication circuit to transmit the tag information to a computer connected to the computer network.

13. (original) The mobile terminal of claim 12, wherein the receiver is a radio frequency receiver.

14. (original) A method of advertising and selling products, the method comprising the steps of:

embedding a radio frequency identification tag in a product;

selling the product to a first consumer;

39  
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reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer;

ordering the product for a second consumer in real time after reading the radio frequency identification tag; and

rewarding the first consumer.